

ABSTRACT OF THE DISCLOSURE

A printing apparatus and a print control method which obtain excellent ink discharge without reducing 5 the life of printhead for image formation using plural sizes of ink droplets. Upon printing by discharging ink from an ink-jet printhead, having plural printing elements capable of discharging ink droplets in plural different sizes, to a print medium, the number of 10 concurrently-driven printing elements is counted corresponding to the respective one of the plural sizes, based on input print data, then a drive pulse applied to the concurrently-driven printing elements corresponding to the respective one of the plural sizes 15 is determined based on the result of counting, and the drive pulse is applied to the concurrently-driven printing elements.